The eQuality Project

CARA-Ontario Conference
Ottawa
7 December 2015

Powered by SSHRC funding ++
“like, some people refuse to post, like, topless pictures, and they’ll get hate for that. Or if you do post topless pictures, you’ll get hate for that. Or if- pretty much anything you do is something wrong in someone’s eyes.”

Rural minor focus group
Participant 4
unknown sexual predators

complex contextualized
technological architectures
social norms
industry marketing strategies

misogyny
racism
homophobia
transphobia
ableism
colonialism
lived eQuality

MediaSmarts
ONLINE PRIVACY,
ONLINE PUBLICITY
MediaSmarts’ latest research shows youth care more about their online reputations than their personal information.

Alberta Teachers Association
Canadian Teachers Federation
Bill C-13
CANADA’S CYBERBULLYING LEGISLATION THREATENS YOUR PRIVACY

SEXY INC.
NOS ENFANTS SOUS INFLUENCE

OCTEVAW
What would eQuality look like and how can we get there?
dream team

scholars
research and policy institutes
policymakers
educators
community organizations
youth
Researchers & Collaborators
Steeves
Bailey
Ruparelia
Burkell
Regan
Shade
Smith
Adams
Shariff
Mishna
Cheung
Montgomery
Ringrose

OTHERS
Partners
Alberta Teachers’ Federation
Canadian Race Relations Foundation
Canadian Teachers’ Federation
Canadian Women’s Foundation
Egale Human Rights Trust
Government of Alberta (Human Services)
Canadian Centre for Gender & Sexual Diversity
MediaSmarts
Ontario Coalition of Rape Crisis Centres
Ottawa Coalition to End Violence Against Women
Status of Women Canada
The Vanier Institute of the Family
Universities of Ottawa, Toronto, Western Ontario
George Mason University
YWCA

creating new knowledge about commercial data practices and their impact on youth
creating new knowledge about how diverse groups of young people understand privacy and the potential for eQuality

ccontributing to digital policy making by disseminating this new knowledge in accessible form to policymakers and members of the public
creating educational materials grounded in the needs and desires of youth and that address existing programming gaps identified by our partners to assist youth in making the most of their digital experiences

challenges
vsteeves@uottawa.ca
jbailey@uottawa.ca
www.equalityproject.ca